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## **Urban Smooth - What It Is**

### **Brand Essence:**

Urban Smooth represents the best of the Urban experience, an experience that binds together many segments of adult Urban society. Urban Smooth recognizes that, for a Young Adult Smoker, being a part of the Urban Community means appreciation of diverse experiences and pride in contributing to these experiences. Urban Smooth reflects the richness and rhythm of Urban culture.

Urban Smooth has a mellow, downtown, laid-back sensibility; it's an oasis of calm on the urban landscape. Urban Smooth is the distinct, low drone of a saxophone drifting through the subway, the coziness of a little jazz club uptown, a laid-back moment in a city park. Urban Smooth is the smooth, mellow, menthol smoke.

### **Copy Strategy**

#### **Convince:**

Male and female LA-29 smokers (primarily Newport) who understand and appreciate the essence of urban experience.

#### **That:**

Urban Smooth embodies the mellow, yet passionate side of Urban life.

#### **Because:**

Urban Smooth delivers smooth, cool menthol flavor.

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